

IN THE CLAIMS

(Currently Amended) 1. A system for profiling different users having a common terminal identifier comprising:

memory for storing user profile histories, each user profile history being stored in association with a key;

a server for receiving user activity data from clients over a computer network;

a user activity data analyzer for receiving user activity data from the server and for extracting profile data from user terminal activity data;

a user identifier for searching the user activity data for key data that identifies one of a user terminal and a user account and for determining whether the key data located in the user activity data corresponds to a key stored in the memory profile data corresponds to a profile data history associated with the user terminal; and

a user profile generator for generating a user profile data history from the extracted profile data for another user to be associated with the terminal in response to the key data not corresponding to a key stored in the memory and for generating a user profile history and a user identifier key in response to the extracted profile data not corresponding to the user profile data history stored in association associated with the user terminal key data.

(Original) 2. The system of claim 1 wherein the user terminal activity data is session data.

(Original) 3. The system of claim 1 wherein the user terminal activity data is browse period data.

(Original) 4. The system of claim 1 wherein the profile data includes a site identifier, a resource identifier, and a terminal identifier.

(Currently Amended) 5. The system of claim 4 wherein the user profile generator generates [[a]] the user profile history and the user identifier key for another user to be associated with the terminal identifier in response to a low level correlation of correspondence between the site identifier and the resource identifier of the extracted profile data and [[any]] the site identifiers and resource identifiers in [[said]] the user profile history stored in association associated with said terminal the key data.

(Currently Amended) 6. The system of claim 5 wherein the extracted profile data includes metadata associated with the site identifier and the resource identifier.

(Currently Amended) 7. The system of claim 1 wherein the user identifier identifies identifiers a user at [[the]] a terminal that generated user activity received by the server by determining which one of at least two profile histories associated with the terminal a key stored in the memory corresponds with the

extracted profile data; and the system further includes:

an advertising selector for selecting an advertising file for transmission to the terminal, the selected advertising file corresponding to the identified user.

(Original) 8. The system of claim 4 wherein the terminal identifier is a cookie.

(Original) 9. The system of claim 4 wherein the terminal identifier is an Internet protocol (IP) address.

(Original) 10. The system of claim 6 wherein the terminal identifier is a subscriber identifier.

(Original) 11. The system of claim 10 wherein the subscriber identifier identifies a cable television network subscriber, the session data identifies a tuned channel, and the metadata identifies program content on the tuned channel.

(Currently Amended) 12. The system of claim 11 wherein the user identifier identifies identifiers a user at [[the]] a terminal that generated user activity received by the server by determining which one of at least two profile histories associated with the terminal a key stored in the memory corresponds with the extracted profile data; and the system further includes:

an advertising selector for selecting an advertising file for transmission to the terminal, the selected advertising file corresponding to the identified user.

(Currently Amended) 13. A method for profiling different users having a common terminal identifier comprising:

storing user profile histories in a memory, each user profile history being stored in association with a key;

receiving user activity data at a server from clients over a computer network;

receiving user activity data from the server;

extracting profile data from the user terminal activity data;

searching the user activity data for key data that identifies one of a user terminal and a user account;

determining whether the key data located in the user activity data corresponds to a key stored in the memory profile data corresponds to a profile data history associated with the user terminal; and

generating a user identifier key and a user profile data history from the extracted profile data for another user to be associated with the terminal in response to the extracted profile data failing to correlate to the user profile history stored in the memory in association with the key stored in the memory; and

storing the generated user profile history in association with the generated user identifier key and the key stored in the memory

~~profile data not corresponding to the profile data history associated with~~

~~the user terminal.~~

(Original) 14. The method of claim 13 wherein the profile data is extracted from session data.

(Original) 15. The method of claim 13 wherein the profile data is extracted from browse period data.

(Currently Amended) 16. The method of claim 13, ~~wherein the profile data determination that the key data corresponds to a key stored in the memory includes: comparing comparison of a site identifier[[,] and a resource identifier associated with a terminal identifier in the extracted profile data with [[any]] the site identifiers[[,]] and resource identifiers in profile histories stored in the memory profile data history associated with the terminal identifier.~~

(Currently Amended) 17. The method of claim 16, ~~the comparison of the site identifier and the resource identifier to site identifiers and resource identifiers in user profile histories further comprising:~~

~~generating a profile history for another user to be associated with the terminal identifier in response to detecting a low level of correspondence between the site identifier and the resource identifier of the extracted profile data and any site identifiers and resource identifiers in [[said]] the user profile history stored in the memory in association associated with said terminal the key.~~

(Original) 18. The method of claim 16 wherein the profile data extraction extracts metadata associated with the site identifier and the resource identifier.

(Currently Amended) 19. The method of claim 16 further comprising:
identifying a user at [[the]] a terminal that generated user activity received by the server by determining which one of at least two profile histories associated with the terminal a key stored in the memory corresponds with the extracted profile data; and

selecting an advertising file for transmission to the terminal, the selected advertising file corresponding to the identified user.

(Currently Amended) 20. The method of claim 16 wherein the comparison of site terminal identifiers in the extracted profile data and the user profile data histories stored in the memory compares cookies.

(Currently Amended) 21. The method of claim 16 wherein the comparison of site terminal identifiers in the extracted profile data and the user profile data histories stored in the memory compares Internet protocol (IP) addresses.

(Original) 22. The method of claim 18 wherein the profile data extraction extracts a subscriber identifier that identifies a subscriber site on a cable television network.

(Original) 23. The method of claim 22 wherein the profile data extraction extracts a tuned channel identifier and metadata, the tuned channel identifier identifying a transmission channel to which a receiver is turned at the identified subscriber site and the metadata identifies program content on the tuned channel.

(Original) 24. The method of claim 23 further comprising:
identifying a user at the subscriber site by determining which one of at least two profile histories associate with the subscriber site corresponds with the profile data; and
selecting an advertising file for transmission to the subscriber site, the selected advertising file corresponding to the identified user.